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March 6, 1997

Mr. Gerry James
Philip Morris USA - Section 41
400 Technecenter Drive, Suite 300
Milford, OH 45150

Dear Gerry:

I would like to thank you for providing the Virginia Slims team the opportunity to present our 1997 plan to your section. Rob indicated that the discussion among the group was enlightening. It provided us more insights on opportunities and continuous improvement for Virginia Slims in Section 41. We look forward to working with you on 1997 efforts for Virginia Slims.

Thank you.

Sincerely,

Sonya C. Rush

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